

DEPARTMENT OF BUSINESS ADMINISTRATION

The Department of Business Administration offers Bachelor of Science degrees in each of the following five areas: Accounting, Business Administration, Finance, Marketing, and Sport Management. Also available is the joint-degree Bachelor of Science in Health Information Management program with Rutgers University. Students may only double major in two majors offered by the Department of Business Administration if they take 30 unique credits for each major. These credits must be approved by the program coordinator and department chair.

The Department of Business Administration also offers minors in Accounting, Business Administration, Economics, Finance, Management, Marketing, Social Media Marketing, and Sport Management. Students also have the opportunity to earn a GCU Certificate in International Business.

Requirements for a New Jersey CPA License

Georgian Court maintains its curricula to be consistent with current educational requirements for many professional licenses and certifications in business and accounting. Details of these requirements may be obtained from the body issuing the license or certification. The New Jersey State Board of Accountancy should be consulted for the requirements for a New Jersey license as a Certified Public Accountant (CPA). The CPA exam requirement of 150 credits can also be accommodated for motivated students who take a full load of 18 credits per semester and 6 credits in a summer. Note that this is not a requirement of the accounting major.

New Jersey Teaching Credentials

The New Jersey certification below is available for students earning the B.S. in Business Administration:

- Teacher of Business (K–12) with Teacher of Students with Disabilities Endorsement, & with option for ESL endorsement

For required professional courses in education, please refer to the Education (<http://catalog.georgian.edu/undergraduate/school-education/>) section of the catalog.

General Requirements

- A minimum overall grade point average (GPA) of 2.3 and a minimum major GPA of 2.3 is required to remain in the Business Administration or Accounting programs beyond the end of the sophomore year.
- A GPA of 2.5 for all major courses is required for graduation. An overall cumulative GPA of 2.0 is also required. Courses in the concentration or the minor may be included in the major cumulative GPA.
- Students transferring to Georgian Court University from another college must complete at least 50 percent of the major or minor program at Georgian Court University. On rare occasions, the chair of the Department of Business Administration, with approval of the dean, may waive, substitute, or allow a student to take a CLEP or DANTES exam to meet certain degree requirements. Conditions under

which a course can be waived include proven experience that assists a career choice or licensure in a professional field.

- Only grades of C or higher will be accepted in transfer to the Department of Business Administration.

The Business Core

Students in the following majors will complete the Business Core: accounting, business administration, finance, marketing, and sport management. The business core curriculum includes 45 credits in accounting, business, and economics coursework to provide students with essential business knowledge.

Upon successful completion of the business core, students will have given evidence of the following outcomes and goals:

- Confidence in effective business communication skills through oral presentations, business report writing, and effective team building.
- Overall understanding of business concepts including accounting, economics, finance, management, marketing, & using data and technology as a business tool.
- Proficient participation in collaborative activities and teamwork.
- Ability to articulate ethical business behavior.
- Career goals through internship and reflection.

In addition, upon selecting a major, students will gain specialized knowledge and skills in one of the following areas: Accounting, Business Administration, Finance, Marketing, or Sport Management.

Scheduling Constraints

Courses are typically offered once per year (fall or spring) or every semester unless otherwise noted. While courses are available to all students in the Department of Business Administration, a few courses within programs may be offered only in the evening when both day and evening students can take them. Students should be aware that the Department of Business Administration reserves the right to cancel any course scheduled for a semester if there are insufficient numbers of students registered for the course. Should this happen, students will contact the department chair for further advisement.

Programs Majors

- Accounting, B.S. (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/accounting-bs/>)
- Business Administration Dept. Major, B.S./Business Administration, M.B.A. (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/business-administration-bs-business-administration-mba/>)
- Business Administration, B.S. (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/business-administration-bs/>)
- Finance, B.S. (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/finance-bs/>)
- Health Information Management, B.S. (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/health-information-management/>)
- Marketing, B.S. (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/marketing-bs/>)

- Sport Management, B.S. (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/sports-management-bs/>)

Minors

- Accounting, Minor (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/accounting-minor/>)
- Business Administration, Minor (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/business-administration-minor/>)
- Cybersecurity Administration, Minor (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/cybersecurity-minor/>)
- Economics, Minor (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/economics-minor/>)
- Esports, Minor (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/esports-minor/>)
- Finance, Minor (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/finance-minor/>)
- Healthcare Administration, Minor (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/healthcare-admin-minor/>)
- Leadership, Minor (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/leadership-minor/>)
- Management, Minor (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/management-minor/>)
- Marketing, Minor (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/marketing-minor/>)
- Sport Management, Minor (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/sports-management-minor/>)

Certificates

- International Business, Certificate (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/international-business-certificate/>)

Courses

Accounting (AC)

AC171 Principles of Financial Accounting (3.0 Credits)

Study the theory and procedures of accounting, including transaction recording; accrual accounting and the matching concept; financial statement preparation; inventories and merchandising company accounting; cost of goods sold; and accounting for cash, receivables, and fixed assets.

AC172 Principles of Managerial Accounting (3.0 Credits)

Study and apply managerial accounting processes and applications, the need for cost accounting systems, and job order accounting and process costing and how they differ. Includes cost volume profit, break-even analysis, presentation of budgets, performance reports and variances, and management accounting reporting.

Prerequisite(s): AC171.

AC272 Intermediate Accounting I (3.0 Credits)

An analysis and research of accounting theory applicable to the form and content of general-purpose corporate financial statements. Review the elements of cash, trading securities, receivables, inventory, fixed assets, and related measurement of income. Includes U.S. GAAP as expressed in the Accounting Standards Codification, promulgated by FASB, and IFRS, promulgated by the International Accounting Standards Board (IASB). Prerequisite(s): AC171 and AC172.

AC273 Intermediate Accounting II (3.0 Credits)

Continuation of AC272. Emphasis is on the elements of intangible assets, current liabilities, long-term investments and debt, deferred tax, stockholders' equity, and the statement of cash flows. Includes U.S. GAAP as expressed in the Accounting Standards Codification, promulgated by FASB, and IFRS, promulgated by the International Accounting Standards Board (IASB). Prerequisite(s): AC272.

AC276 Survey of Accounting (3.0 Credits)

Learn basic accounting theory and practice with emphasis on the concepts underlying income determination and preparation of the statements of financial position. Includes transaction analysis, revenue and expense recognition, accounting for merchandising, manufacturing, cost operations, depreciation, inventories, statement analysis, stockholders' equity, transactions, fund statement and capital budgeting. Not open to undergraduate students in the accounting, business administration, marketing, finance and sports management majors.

AC371 Accounting Information Systems (3.0 Credits)

An introduction to the purpose, structures, functions and operations of and research in automated accounting systems. Supplements other accounting courses by relating the interaction of computerized and financial accounting systems to management reporting and decision-making. Uses computer-assisted accounting procedures similar to those currently used in business and industry.

Prerequisite(s): AC171, AC172, and either IS224 or any introductory computer course.

AC372 Cost Accounting & Budgetary Control (3.0 Credits)

Explore the accountant's role within an organization, including the uses and terms of cost accounting, cost-volume-profit analysis, job costing, activity-based costing, preparation of the master budget, flexible budgeting, variance analysis, standards costs, determining cost behavior using linear regression and strategic, product line cost analysis, and related research.

Prerequisite(s): AC171, AC172, and IS224.

AC451 Accounting Internship (1.0 Credits)

An accounting internship requires the completion of 35-45 hours of qualifying work (including supporting interactive and written activities) per credit earned over one semester as approved by the internship faculty advisor. Internships are only available to students who are deemed to be in good standing by the Dean of Students. Credits earned in this course are included in a student's credit count but are not included in calculating the necessary 120 credits required for graduation. This course is limited to accounting majors and minors. This course may be offered for 1-16 credits per semester and is repeatable.

Prerequisite(s): BU351.

AC471 Individual Federal Taxation (3.0 Credits)

The study and research of the federal income taxation as applied to individuals. Review the concepts required to determine an individual's tax liability, which consists of: filing status, exemptions, gross income, exclusions, deductions and credits.

Prerequisite(s): AC171 and AC172.

AC472 Entity Federal Taxation (3.0 Credits)

The study and research of the federal income taxation of corporations and partnerships and their shareholders and partners. Review the tax issues and consequences of: formation, current and liquidating distributions, and the determination of taxable or flow-through income.

Prerequisite(s): AC471.

AC473 Fund & Advanced Accounting (3.0 Credits)

An examination of the accounting used by governmental and not-for-profit organizations as well as advanced accounting topics. The course covers governmental funds, government budgets and encumbrance accounting as well as other related GASB and GAAP accounting and reporting. Included in the course is not-for-profit accounting with a focus on service organizations, charities, health care, religious organizations, and similar organizations. Advanced accounting topics include a focus on business combinations and consolidations, as well as other relevant advanced topics in accounting, including IFRS.

Prerequisite(s): AC272 and AC273.

AC476 Survey of Accounting (3.0 Credits)

Learn basic accounting theory and practice with emphasis on the concepts underlying income determination and preparation of the statements of financial position. Includes transaction analysis, revenue and expense recognition, accounting for merchandising, manufacturing, cost operations, depreciation, inventories, statement analysis, stockholders' equity, transactions, fund statement and capital budgeting. Not open to undergraduate students in the accounting, business administration, management, marketing, and finance majors. This course is cross-listed with AC501.

AC478 Auditing with Data Analytics (3.0 Credits)

Application of generally accepted auditing standards (GAAS) and the requirements of the Public Companies Accounting Oversight Board (PCAOB) procedures used by the independent certified public accountant to render an opinion on financial statements. Field and case research pedagogies are employed, and data analytic software are employed. The topics of professional ethics and legal liability are also presented.

Prerequisite(s): AC272 and AC273.

Business Administration (BU)

BU114 Intro to Business & Personal Finance (3.0 Credits)

Examine the responsibilities of business as part of our society and explore the importance of personal financial literacy. Review the management and marketing process, leadership, human resource management, the functions of financial institutions, and careers in business. Also includes personal financial issues such as credit card traps, loans, planning, and long-term investing.

BU121 Quantitative Business Concepts (3.0 Credits)

A foundation course in quantitative problem solving as it applies to the business environment. Explore the types of problem solving found in business.

BU134 Personal Financial Planning (3.0 Credits)

Review common financial issues at various life stages. Includes daily and long term personal financial planning, credit management, credit scores, credit card and other debt, interest and time value of money, personal income taxes, bank rates for student loans, personal loans, mortgages and deposits, personal investments, automobile and health insurances.

BU199 Special Topics in Bus. & Digital Media (1.0 Credits)

Study a specific topic not offered as a formal course; may be taken only with the permission of the department chair. This course is repeatable as long as it is a different topic. The credit for this course can vary between 1-3 credits.

Prerequisite(s): Permission of the department chair.

BU211 Business Law (3.0 Credits)

An introduction to the legal environment and the ethical and social responsibilities of business and individuals. Includes disputes resolution, common law, statutory and administrative law, constitutional law, torts, negligence, and extensive coverage of contract law.

BU213 Mgmt Theory & Org. Behavior (3.0 Credits)

Study management theories as they apply to organizations and develop the skills essential to effective management. Technology is integrated into this course and consideration is given to the ethical and global issues, along with the social, legal, and environmental viewpoints that help shape management decision making.

BU217 Introduction to Leadership (3.0 Credits)

This course is designed to provide a basic introduction to leadership by focusing on what it means to be a good leader. Emphasis of the course is on the practice of leadership. The course will examine topics such as: the nature of leadership, recognizing leadership traits, developing leadership skills, creating a vision, setting the tone, listening to out-group members, handling conflict, overcoming obstacles, and addressing ethics in leadership. Attention will be given to helping students to understand and improve their own leadership performance.

BU221 Business Statistics & Probability (3.0 Credits)

An introduction to two critical concepts used in business statistical analysis: descriptive and inferential statistics. Descriptive statistics covers the collection and organization of data into the format that provides useful information to businesses, such as tables, charts and graphs. Inferential statistics uses samples and their properties to estimate the parameters of a population, such as in polling activities. Gain a full understanding of the use and calculation of averages, means, medians, modes, variances, standard deviations and other data characteristics that indicate data location and variability. Covers probability and probability distributions, including the binomial and the normal distributions. May include analysis of variance and regression analysis. MS Excel is extensively used.

BU241 Principles of Marketing (3.0 Credits)

Consideration of the functions involved in the process of transferring goods from the producer to the consumer; the various channels of distribution; the methods and the cost of marketing; the role of advertising and sales promotion. The structure, functions and behavior of distribution systems including relationships in marketing networks among manufacturers, retailers, consumers, specialized marketing firms and governmental agencies.

BU242 Managerial Communications (3.0 Credits)

A study of the verbal, nonverbal, and written communication in business. Examine the critical role of communications in the management of organizations and the marketing of products or services. Emphasis on the major concepts and theories of communication, including group, intergroup, and organization variables involved in effective communications in organizations.

BU314 Entrepreneurship (3.0 Credits)

Examine the development and management of an entrepreneurial venture, from evaluating the new idea and developing the business plan to finding alternative methods of financing and managing for results. Consider pricing strategies, management control, resource utilization, and financial management.

BU317 Organizational Behavior (3.0 Credits)

Examine current theories and fundamental concepts as they relate to individual and group behavior within organizations. Explore a behavioral approach to management with emphasis on organizational environment, individual dimension, leadership, group and inter-group dimensions, motivation/reward system/ performance, a global corporate culture, diversity in the workforce, and negotiations. Gain an understanding of the nature and need for organizations and develop skills essential to effective management.

Prerequisite(s): BU213.

BU318 Women's Leadership Styles (3.0 Credits)

Study great women leaders. Focus on identifying the differences by which women process leadership and consider leadership models in a variety of situations through role-play exercises and case studies. This course is cross-listed with WS318.

BU319 Business & Professional Ethics (3.0 Credits)

The course is a study of ethical behavior in business, and establishes the philosophical foundation of moral reasoning and ethical judgment. It examines moral theories and approaches to business ethics, and applies a conceptual construct in the analysis and discussion of selected case studies and current corporate issues. It provides students with the general ethical underpinning of professional conduct, and prepares them to understand the codes and rules of their own profession. Emphasis will be placed on a team approach to problem-solving, as well as active class participation and regular written assignments.

Prerequisite(s): 3 credits as required to meet the current General Education requirements in either philosophy or religious studies.

BU321 Electronic Commerce (3.0 Credits)

Examine the strategic use of the Internet to conduct business. Review the business structures used in e-commerce, such as business-to-business and business-to-consumer sites. Examine technological building blocks, social issues, and business considerations to understand the myriad ways that the web can be used to enhance marketing, increase sales, and streamline operations

BU323 Business Quantitative Analysis (3.0 Credits)

A continuation of business statistics and probability with a more in-depth look at the various methods of analysis. Examine simple and multiple regression analysis with business applications. Learn to use Type I and Type II errors combined with hypothesis testing techniques to solve probability problems. Recommended elective for students who plan to enter an M.B.A. program.

Prerequisite(s): BU221.

BU325 Business & Sustainability (3.0 Credits)

This course is to provide an introduction to the theory, practice and strategy of sustainable business including the environmental, economic and equity impacts. The study will include the roles of senior management, local businesses, multinational corporations, NGOs, sovereign rights through governments, and corporate social responsibility in the process of sustainability.

Prerequisite(s): EC180, EC181, or EC182.

BU341 Consumer Behavior (3.0 Credits)

An introduction to consumer behavior examining the development of research theory while analyzing consumers through demographic, geographic, and psychographic characteristics. Explore the major determinants of consumer behavior, consumer decision process, and its impact on economic activity.

Prerequisite(s): BU241 or MK241.

BU342 Principles of Advertising & PR (3.0 Credits)

Study professional advertising and public relations techniques while considering social, legal, technological and ethical variables of the industry. Emphasis on problems related to determining total advertising and public relation individual budgets, choice of suitable media, the requisites of effective promotional messages, and types of advertising and public relations research.

Prerequisite(s): BU241 or MK241.

BU343 Sales & Sales Management (3.0 Credits)

Investigate the principles of successful selling; sales techniques and tools; sales personality; behavioral styles and demographic diversity of the consumer; legal and ethical responsibilities of the sales person; and the role and responsibilities of the sales manager.

Prerequisite(s): BU241 or MK241.

BU346 Social Media Marketing (3.0 Credits)

Social media represents one of the most significant changes in consumer media behavior in history, resulting in fundamental shifts in the way marketers communicate and interact with consumers. This course provides an introduction to the social media marketing process and the associated platforms entailing websites, blogs, and mobile applications. Students will obtain the practical knowledge and insights required to establish objectives and strategies, properly select the social media platforms to engage consumers and monitor and measure the results of these efforts. An emphasis will also be placed on effective online written skills and addressing ethical issues of social media marketing.

Prerequisite(s): BU241 or MK241.

BU350 Internship & Career Preparation (1.0 Credits)

Learn the fundamentals necessary to establish and complete a successful internship experience. Prepare to participate in an internship related to an area of interest or present employment. This course covers exploring career options and developing résumés and cover letters, interview skills, and job search strategies—including the use of technology. Open to all undergraduates with junior or senior status. For School of Business and Digital Media students, the course prepares students for successful completion of a for-credit internship, BU351.

BU351 Internship (2.0 Credits)

An internship requires the completion of 35–45 hours of qualifying work (including supporting interactive and written activities) per credit earned over one semester as approved by the internship faculty advisor. Internships are only available to students who are deemed to be in good standing by the Dean of Students. This course may be offered for 0-6 credits and is repeatable for additional credit.

Prerequisite(s): CAR200.

BU374 Athletic Admin & Intl Sport (3.0 Credits)

An introduction to the management of amateur athletics, including organizational structures of intercollegiate athletic departments, conferences, and the NCAA. Analyze the organization and management of international sport, including the European "club" structure and Olympic movements as the global sport industry expands.

BU381 Health Care Management (3.0 Credits)

This course is designed for students to understand the managerial skills needed in the health care field. Topics of study within the health care field include leadership, management of motivation, human resource management, organizational behavior, managing cultural disparities and proficiencies, information technology used by health care managers, and strategic planning.

Prerequisite(s): BU213.

BU383 HlthCare InfoSys&An (3.0 Credits)

Information systems in the health care industry including coding and billing systems from third-party payers, electronic medical records with concerns for privacy and security, and data analytics that allow for population health management. The case method of analysis is used.

Prerequisite(s): HRP111 and IS224.

BU411 Human Resource Management (3.0 Credits)

Examine the effectiveness of personnel policies and practices. Emphasis on recruitment, selection, allocation, and development of human resources. Further explore the ethical, legal, and political issues that affect contemporary human resource practices and begin to understand human resource management of culturally diverse populations as a responsibility of all managers.

Prerequisite(s): BU213.

BU413 Seminar in Leadership (3.0 Credits)

Consider current leadership topics through intensive reading and discussions. Analyze and submit a research paper and present an oral report. Offered in spring even years.

Prerequisite(s): BU217

BU414 The Global Business Environment (3.0 Credits)

Study management styles and marketing activity within selected international business communities. Includes ethical business practices, global issues, world ecology programs, and the impact of technology on global business activities.

Prerequisite(s): FIN235

BU416 Special Studies in Management (3.0 Credits)

Study a specific topic not offered as a formal business course; may be taken only with the permission of the department chair.

BU417 Productions & Operations Management (3.0 Credits)

Explore theories of effective manufacturing and operating facilities management. Examine current issues and theories in production, including inventory control, production planning, equipment replacement, quality assurance methods, and distribution. Recommended for students who plan to pursue an M.B.A.

Prerequisite(s): BU213.

BU428 Project Management-Planning and Control (3.0 Credits)

Projects are the main mechanism by which organizations achieve their strategic goals, launch new initiatives or achieve customer objectives. Projects are often complex, done just once, and limited in resources. This course will give students the tools necessary to create a realistic project plan including schedules, communications and stakeholder management strategies, scope and risk management and budgets. Using these plans, they will also learn how to evaluate and control a project as it moves along to completion. Students will be exposed to project management tools and software and understand the topics needed for project management certification.

Prerequisite(s): BU213 and IS224.

BU441 Public Relations (3.0 Credits)

Examine the nature and function of public relations, including its growing role in organizational communications, how it's used to build relationships between the organization and its many publics, and its importance in guiding management to achieve organizational goals. Emphasis on methods of influencing public opinion to build harmonious relationships.

Prerequisite(s): BU241 or MK241.

BU442 Marketing Research (3.0 Credits)

Investigate the function of marketing research management and methodologies, including problem identification, establishing management and marketing objectives, developing the research plan, choosing the proper sample, legal and ethical parameters, demographic diversities, design of data-gathering instruments, data analysis, the development of conclusions and recommendations, and preparing the report.

Prerequisite(s): BU221, and either BU241 or MK241.

BU445 Summer Internship (1.0 Credits)

Student works on an Internship in their chosen field of work within the business disciplines. The professional setting must meet the guidelines of the associated internship requirement BU351 and be approved by the program director prior to class. It can be taken alone or in combination with BU351 in the fall semester. Offered only in Summer Session.

BU451 Internship II (1.0 Credits)

An internship requires the completion of 35–45 hours of qualifying work (including supporting interactive and written activities) per credit earned over one semester as approved by the internship faculty advisor. Internships are only available to students who are deemed to be in good standing by the Dean of Students.

Prerequisite(s): BU351.

BU454 Career/Life Experience (3.0 Credits)

An option for the adult student employed in a supervisory or professional capacity. A student may earn 3–12 credits for prior learning in supervisory or professional employment situations. The student must be employed for a minimum of three years for the minimum 3 credits and is expected to document knowledge gained through this experience through a portfolio. Subject to department approval. The number of credits awarded depends on the depth, breadth, and length of managerial experience. Offered only with the permission of the department chair.

BU455 Independent Study in Bus. Adm. (3.0 Credits)

For senior majors whose academic records indicate the ability to complete independent research. Develop research and analytical skills through intensive study and investigation of a selected or general business problem, embodying the results in a report.

Prerequisite(s): Permission of department chair.

BU482 Health Care Financial Management (3.0 Credits)

Understand health care finance including revenue and expenditures from a reimbursement, financial, and accounting sense to allow for financial planning, service costing, and management control. Includes capital budgets and financing decisions. The case method of analysis is used. Prerequisite(s): FIN335.

BU491 Business Strategies & Policy (3.0 Credits)

The capstone course in business, which is taken in the final semester. Uses case-study and business-simulation methods to examine key areas of management, accounting, marketing, economics, law, and finance. Explore the ethical, global, environmental, and technological issues that shape business decision making and policy development. Prerequisite(s): AC172, EC181, EC182, BU213, and senior status, or permission of the instructor.

Economics (EC)

EC180 Contemporary Economics (3.0 Credits)

Survey the basic issues of international economics and micro/macroeconomics. Explore the concept of optimal decision making to achieve the highest level of well-being given limited and scarce resources. Learn why consumers buy different products and how firms determine how much to produce of each product under different levels of competition. Study why people get paid different salaries/wages, why poverty exists in a nation of abundance, and how a country's economy changes over time. Discuss sustainability topics, such as water, air, and pollution from an economic perspective and explore the concept of money and fiscal policy. EC180 does not fulfill the EC181 and EC182 requirement of the accounting, business administration, management, marketing, and finance majors.

EC181 Principles of Macroeconomics (3.0 Credits)

Investigate the concept of people making correct or optimal decisions to achieve the highest level of well-being given limited and scarce resources through the use of supply-and-demand analysis. Focus on the theories behind national income accounting, how and why a country's economy grows or declines over time, and why a country sometimes experiences periods of high unemployment and/or high rates of inflation. Examine the role business and government can play in causing and eliminating economic instability in our economy. Discuss the basics behind international trade and finance.

EC182 Principles of Microeconomics (3.0 Credits)

Examine rational decision making by individuals, households, and firms under different levels of competition, regulations, and policy constraints. Investigate why consumers buy different products and how firms determine how much to produce of each product under different levels of competition. Examine why people get paid different wages and salaries, poverty, the distribution of income in our society, and externalities such as pollution.

EC383 Labor Economics (3.0 Credits)

Analyze the economics of employment and the use of human effort in the production of goods and services, including the structure, policies, and problems of labor organizations; collective bargaining practices and problems; regulation of labor by government; wage determination; unemployment; social security; and the functioning of culturally diverse U.S. labor markets.

Prerequisite(s): EC180, EC181, or EC182.

EC481 Comparative Economic Systems (3.0 Credits)

This course will provide the student with an understanding of Comparative Economic Systems. The main trends in economic thought from its beginnings to the present will be discussed. A critical survey of the theory and the use of macroeconomic and microeconomic models and their policy implications are analyzed in terms of economic planning, research allocation, capital formation, foreign trade, industry and market structure.

Prerequisite(s): EC180, EC181, or EC182.

EC483 Special Study in Economics (1.0 Credits)

Intensive study of a particular topic in economics selected by the student with the approval of the department. Open to seniors only. Credit to a maximum of three, dependent upon nature and depth of intended research.

Prerequisite(s): EC180, EC181, or EC182.

Finance (FIN)

FIN235 Introduction to Finance (3.0 Credits)

This course will offer students a balanced introduction to the three major areas of finance: institutions and markets, investments, and financial management. The course reviews the discipline's essential concepts, principles, and practices. Students gain an integrated perspective of finance by learning how markets and institutions influence, and are influenced by, individuals, businesses, and governments. The course is designed to impart financial literacy to students with no previous background in the subject. The course will provide a solid foundation for students to build upon in later courses in financial management, investments, or financial markets. Divided into three parts, the course explains financial markets, discusses the functions of financial systems, reviews savings and investments in different sectors, describes accounting concepts and organizational structures, and more. Real-world examples featured throughout the course will help students understand important concepts and appreciate the role of finance in various local, national, and global settings.

Prerequisite(s): AC171.

FIN335 Financial Management I (3.0 Credits)

Managing the finances of an organization. Includes financial statement analysis using ratios and cash flow planning; time value of money; the risk-return relationship; and valuation theory as applied to bonds and stocks, capital budgeting, and risk in capital budgeting.

Prerequisite(s): FIN235

FIN336 Financial Management II (3.0 Credits)

Extends the coverage in Financial Management I. Includes the cost of capital, leverage and capital structure, dividend policy, working capital management, derivative securities, mergers/acquisitions, bankruptcy, and international financial management.

Prerequisite(s): FIN335

FIN339 Introduction to Financial Technology (3.0 Credits)

This course provides students with an overview of the evolution of Financial Technology and introduces them to its applications in financial services: commercial and investment banking, digital investing, financial advising, and insurance. Students will develop a broad understanding of recent FinTech developments and their impact on different parts of the financial world. Students will also have hands-on problem-solving experiences that can be useful in FinTech applications and innovation. Topics may include but are not limited to: blockchain and cryptocurrencies, smart contracting, payments, digital banking, P2P lending, crowdfunding, robo-advising, and InsurTech.

Prerequisite(s): EN111 or equivalent or EN221.

FIN382 International Finance & Economics (3.0 Credits)

Study the international aspect of economic life, including the theory of international trade; exchange rates, markets and financial institutions; balance of payments; international investments; global environmental economic issues; international commercial treaties and agreements; and the position of the United States in the world economy.

Prerequisite(s): FIN335

FIN434 Investment Analysis (3.0 Credits)

Explore securities markets, online investing, return and risk, statistical portfolio management, security information analysis, valuation theory as applied to common stocks and fixed income securities, mutual fund investing, and personal portfolio management.

Prerequisite(s): FIN335

FIN482 Financial Market & Institutions (3.0 Credits)

Explore the role of financial markets and institutions in the economy, the structure and determination of interest rates, the Federal Reserve Board and monetary policy, debts securities markets, equity markets, futures and options markets, and commercial banking.

Prerequisite(s): FIN335

Information Systems (IS)

IS100 Career Exploration in Cybersecurity (3.0 Credits)

This course will help you find a job in Cybersecurity upon graduation. Not just any job; one that meets your personal and financial needs and makes you excited about the future. In this course, you'll explore career paths in Cybersecurity, potential salary outcomes, and different roles. Then, you'll pick target jobs and opportunities that are the best fit for you, and make a clear plan of action toward securing them. This online class has optional live sessions.

IS122 Introduction to Cybersecurity (3.0 Credits)

In today's world, no one is safe from cyber-attacks, but everyone can be prepared. This course will teach you how malicious actors use social manipulation and technology to launch devastating attacks – and provide you with the tools you'll need to defend against them. Whether you pursue one of the many available jobs in cybersecurity or just want to secure your own privacy, you'll learn how to make the Internet safer. This online class has optional live sessions.

IS211 Cybercrime and Governance (3.0 Credits)

This course explores the critical role of governance in mitigating cybercrime and ensuring the integrity of digital environments. You will learn how governments detect and stop cybercrimes, and become familiar with the laws and policies in place to deter cybercriminals. Develop and implement robust security policies procedures that align with legal and ethical standards and help create a resilient, compliant digital ecosystem. This online class has optional live sessions.

IS222 Network and System Security (3.0 Credits)

Modern organizations know that even the strongest systems can be vulnerable to cyberattacks. As a result, jobs in cybersecurity are rapidly expanding as companies look to secure their digital assets. This course will teach you how to secure those assets by identifying and fixing potential security vulnerabilities. By the end of the course, you will be able to identify and remedy common network and systems vulnerabilities. This online class has optional live sessions.

IS224 Introduction to Business Analytics (3.0 Credits)

Explore spreadsheet and data analysis tools and learn their applications in business. Learn to use MS Excel and data analysis software for calculating, presenting data in tables and cross-tabulations, and creating charts and graphs. Examine spreadsheets and data visualizations and understand how they are designed and used as key components in business.

Prerequisite(s): Basic proficiency in MS Word, Excel, and PowerPoint.

IS312 Data Analytics for Business (3.0 Credits)

This course studies methods for data visualization, and methods for finding relationships in numerical data or textual data using such techniques as regression analysis, logistic analysis, clustering, and K nearest neighbors. Excel, Python, and other freely available software packages will be used to analyze a variety of business operational and strategic problems. Open to all majors. This course is cross-listed with CS212.

Prerequisite(s): CS120 or CS220

IS319 Ethical Hacking (3.0 Credits)

To stop a hacker, you need to be able to think like a hacker. In this course, you will learn hands-on techniques for attacking and penetrating networks and systems. You'll learn the tools to launch these offensive tactics, and then complete a hands-on project where you will be asked to ethically hack a real system. This online class has optional live sessions.

Prerequisite(s): IS222.

IS320 Management Information Systems (3.0 Credits)

Study management and organization structures with emphasis on information system requirements. Consider a variety of information systems as they relate to business and to specific organizations. Discuss the MIS requirements of small and large organizations, including both manual and automated systems with emphasis on computer-based information systems. Pre/

Corequisite(s): IS224.

IS322 Security Operations (3.0 Credits)

The moments after a breach can make or break an organization. When the unthinkable happens and a cybercrime is discovered, the actions taken by the security operations team can either contain the damage and restore order or lead to catastrophic consequences. This course examines the tools and techniques used to conduct investigations into cybercrimes and teaches the defensive skills necessary to ensure a breach doesn't occur in the first place. This online class has optional live sessions.

Prerequisite(s): IS222.

IS399 The Future of Cybersecurity (3.0 Credits)

Technology is racing forward, and cybersecurity must stay ahead to meet new challenges and threats. In this class, you will learn about the changing landscape of cybersecurity, emerging mobile technologies that are likely to be targeted, and new forms of cyber-attacks being launched. By the end of the course, you will be able to implement the most cutting-edge practices in cybersecurity in order to protect against attacks. This online class has optional live sessions.

Prerequisite(s): IS222.

Marketing (MK)

MK100 Career Exploration in Digital Marketing (3.0 Credits)

This course will help you find a job in Digital Marketing that excites you and meets your financial needs. Not just any job; one that excites you and meets your financial needs. You will explore career paths, potential salaries, and the skills required to achieve those salaries. This exploration will help you identify target jobs and opportunities. You will then plan the steps needed to achieve your goals and begin executing that plan. This online class has optional live sessions.

MK146 Introduction to Digital Marketing (3.0 Credits)

Digital Marketing is a dynamic field with many different channels, each targeting unique audiences using specific analytics tools and strategies. This course uses case studies and hands-on exploration to survey these channels and trends, introducing key marketing concepts and how they connect to business and sales goals. Students will practice using real-world digital marketing tools and create strategy plans based on research and analysis of successful campaigns.

MK241 Principles of Marketing (3.0 Credits)

Consideration of the functions involved in the process of transferring goods from the producer to the consumer; the various channels of distribution; the methods and the cost of marketing; the role of advertising and sales promotion. The structure, functions and behavior of distribution systems including relationships in marketing networks among manufacturers, retailers, consumers, specialized marketing firms and governmental agencies.

MK246 Social Media Marketing (3.0 Credits)

Social media represents one of the most significant changes in consumer media behavior in history, resulting in fundamental shifts in the way marketers communicate and interact with consumers. This course provides an introduction to the social media marketing process and the associated platforms entailing websites, blogs, and mobile applications. Students will obtain the practical knowledge and insights required to establish objectives and strategies, properly select the social media platforms to engage consumers and monitor and measure the results of these efforts. An emphasis will also be placed on effective online written skills and addressing ethical issues of social media marketing. Prerequisite(s): BU241 or MK241.

MK266 Going Viral & Growth Hacking (3.0 Credits)

"Going Viral" is the goal of most web-based marketing content. Companies that generate content that can spread through the internet organically are the most successful in growing their brand. This course will teach you what drives people to share content and how to build content that is shareable and meme-worthy. By the end of this course, you will understand what drives viral sharing and learn how to facilitate it. This online class has optional live sessions. Prerequisite(s): MK241.

MK341 Consumer Behavior (3.0 Credits)

An introduction to consumer behavior examining the development of research theory while analyzing consumers through demographic, geographic, and psychographic characteristics. Explore the major determinants of consumer behavior, consumer decision process, and its impact on economic activity. Prerequisite(s): BU241 or MK241.

MK342 Principles of Advertising & PR (3.0 Credits)

Study professional advertising and public relations techniques while considering social, legal, technological and ethical variables of the industry. Emphasis on problems related to determining total advertising and public relation individual budgets, choice of suitable media, the requisites of effective promotional messages, and types of advertising and public relations research. Prerequisite(s): BU241 or MK241.

MK343 Sales & Sales Management (3.0 Credits)

Investigate the principles of successful selling; sales techniques and tools; sales personality; behavioral styles and demographic diversity of the consumer; legal and ethical responsibilities of the sales person; and the role and responsibilities of the sales manager. Prerequisite(s): BU241 or MK241.

MK356 Lifecycle & Email Marketing (3.0 Credits)

Email marketing is vital to modern businesses and a primary tool in any skilled marketer's toolkit. In this course, you'll learn how to craft successful email marketing campaigns for sales, engagement, and activation. By the end of this course, you'll know how to write emails that drive customers to take desired actions and how to structure campaigns for maximum effect. You'll also build your own marketing campaign. This online class has optional live sessions. Prerequisite(s): EN111 or EN221, and MK241 or CM209

MK442 Marketing Research (3.0 Credits)

Investigate the function of marketing research management and methodologies, including problem identification, establishing management and marketing objectives, developing the research plan, choosing the proper sample, legal and ethical parameters, demographic diversities, design of data-gathering instruments, data analysis, the development of conclusions and recommendations, and preparing the report. Prerequisite(s): BU221, and either BU241 or MK241.

MK446 Digital Mktg Analytics & Experimentation (3.0 Credits)

Marketing professionals today have access to incredible amounts of data. The ability to use this data is what differentiates successful marketing efforts from failed ones. This course will teach you how to analyze digital customer behavior data using a range of tools, and use that data to test marketing hypotheses and improve customer acquisition. This online class has optional live sessions. Prerequisite(s): MK246

MK456 Growth & Multi-Channel Marketing (3.0 Credits)

In the real world, companies use multiple channels for marketing efforts. Campaigns are spread across social media, email, search, and more for maximum reach and engagement, leading to multi-channel strategies. In this course, you'll learn to create effective multi-channel marketing plans, considering the advantages and disadvantages of each platform. By the end, you'll produce a portfolio-worthy digital marketing campaign plan that utilizes multiple channels. Prerequisite(s): MK256 or MK356.

Sport Management (SM)

SM213 Principles of Sport Management (3.0 Credits)

An analysis of effective management strategies and the body of knowledge associated with pursuing a career in sports management. Emphasis on fundamental sports management principles, key skills, and current issues. Discover sports management career opportunities and sports principles such as leadership style, communication, and motivation.

SM215 Introduction to Esports (3.0 Credits)

This course provides students with a comprehensive understanding of the esports industry at both the national and international levels. Students will explore the history, growth, and foundational elements of esports, with a focus on planning and managing esports events and competitions. The course examines the roles of key stakeholders such as game developers, tournament organizers, coaches, players, and governing bodies and their impact on the industry. Students will also gain insight into the skills needed to operate esports-related events and discover various career opportunities within the rapidly evolving world of esports.

SM241 Sport Marketing (3.0 Credits)

Learn to apply principles of promotion and marketing to college/high school athletics, professional sports, corporate fitness clubs, and resorts. Includes strategic marketing, sports consumers and research in sports marketing, electronic media, and legal aspects.

SM311 LegalAspectsinSport (3.0 Credits)

A survey of the legal issues associated with what is commonly referred to as sports law. Examine laws affecting a range of sports-related activities, including contract law; standard form contracts; restraint of trade; competition law; and internal regulation, including discipline, natural justice and rights of athletes, civil and criminal liability arising from participation in and management of sport; the internationalization of sports law; and dispute resolution.

SM375 Sport in Society (3.0 Credits)

The course will help students understand the connection between sports and society. Particular attention will be placed upon the value to which sports now occupies in culture and business. Students will be asked to analyze gender, economic, political and other issues as they relate to sports, considering both participants and spectators. Additionally, students will be asked to contemplate various professional roles that accompany the world of sports.

SM399 SpecialTopics in Esports (3.0 Credits)

Study a specific topic not offered as a formal esports course. This course is repeatable as long as it is a different topic.

Prerequisite(s): SM215

SM416 Research in Sport (3.0 Credits)

This course is designed to introduce students at the undergraduate level to basic concepts and principles of research design and methods as they apply to sport management and behavioral research in general. There are no mandated prerequisites, but students are strongly advised to consider taking this course after taking at least two writing intensive courses.

SM417 Special Events Management (3.0 Credits)

An introduction to the multi-faceted skill of event management. Students will learn how to develop a concept based on event goals, determine feasibility, budget, and risks to be managed, and create a plan for operations, logistics, staffing, and security. Finally, they will learn how to develop a strategy for promoting the event through a variety of techniques.

SM451 Sport Management Internship (3.0 Credits)

The Sport Management Internship course provides students with hands-on experience in the dynamic field of sport management. This course is designed to bridge academic knowledge with practical application, allowing students to gain valuable industry insights and develop professional skills. Students are required to complete a minimum of 120 hours for 3 credits at an approved internship site. Throughout the internship, students will work under the guidance of industry professionals, contributing to real-world projects and operations while exploring their career interests in the sport management field. Prerequisite(s): BU351 and permission of the Instructor.

Faculty

Michael Pawlish, Associate Professor of Management; Chair, Department of Business Administration

Ph.D., Montclair State University

M.S., Lund University

M.B.A., San Francisco State University

B.S., University of Rhode Island

Jeongwon Choi, Assistant Professor of Sport Management; Coordinator of the Sport Management Program; Coordinator of Internships

Ph.D., University of New Mexico

M.B.A., St. Thomas University

B.S., Korea Maritime and Ocean University

George L. De Feis, Assistant Professor of Business; Director of the MBA Program

D.P.S., Pace University

M.B.A., Baruch College

B.E., Cooper Union

Yufei Wang, Assistant Professor of Accounting; Coordinator of the Accounting Program

Ph.D., Drexel University

M.S., University of Rochester

B.S., Shanghai International Studies University

Meera R. Behera, Assistant Professor of Finance

Ph.D., Rutgers, The State University of New Jersey

Ph.D., Berhampur University

M.S., The New School

Jennifer J. Edmonds, Professor of Business; Dean, School of Business and Digital Media; Executive Director, Center for Digital Learning

Ph.D., M.B.A., Rutgers, The State University of New Jersey

B.S., University of Michigan

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